

FIG. 1

100

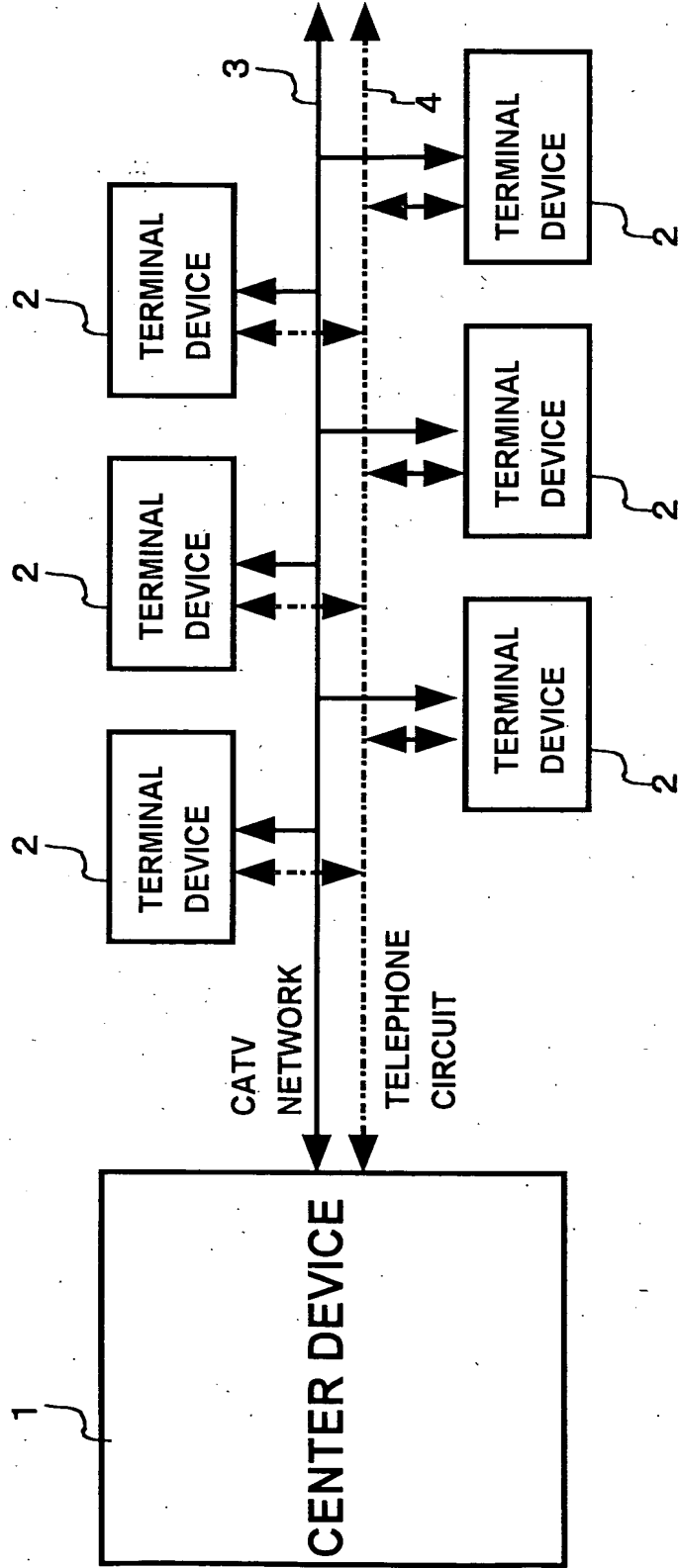


FIG. 2

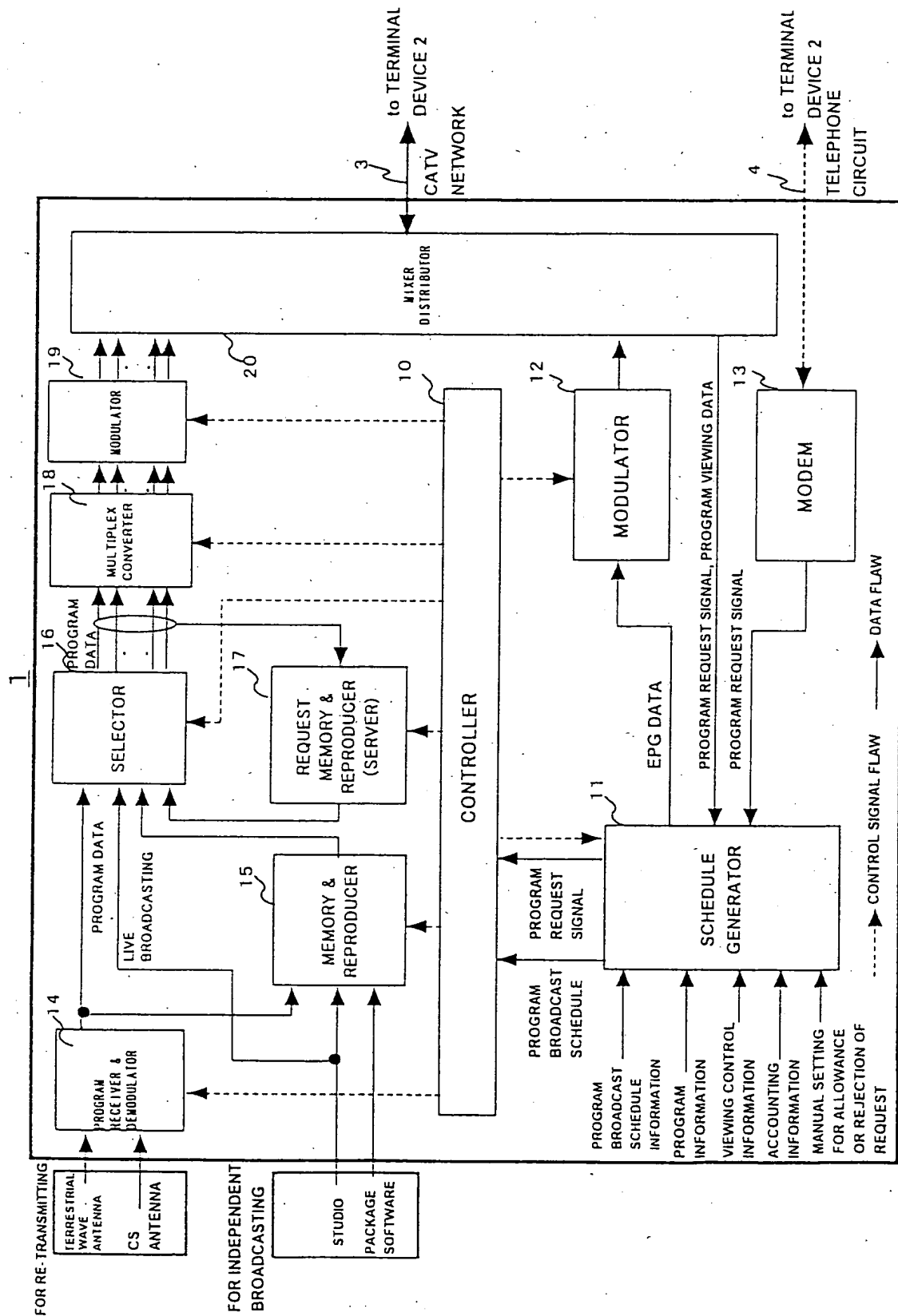


FIG. 3

No.	ITEM	Example of Data	Explanation
1	Program Identification Number (ID)	12345	
2	TITLE	The World Ancient Monument	
3	Broadcasting Date	1999.10.12	This item indicates predetermined one before the end of broadcasting, and indicates actual one after broadcasting. If it is different from the predetermined one, it is updated.
4	Start Time	21:30	ditto
5	Program Length	120 minutes	ditto. This item can indicate End Time.
6	Broadcasting Channel	48 CH	
7			
8	Genre	Travel	
9	Description	Introduce of the world ancient site	
10	Parental	G	This item indicates a code of viewing control.
11	Audio Mode	Bilingual	Stereo, Diphonia, etc., are other examples of this item.
12	Charge	320 yen	This item is used in case of pay program.
22 13	Allowance or Rejection of Request	Allowance	Allowance—If the program is stored in server. Rejection—If the program is not stored in server.
14	Viewing Rate at the actual broadcasting	15 %	If the program is viewed more than M (e.g. 5)minutes, it is regarded as a viewed program. Then a viewed flag is transmitted to a center at the end of broadcasting. Viewing rate is calculating on the basis of the flag.
15	Number of Request	126 times	This item indicates the number of request after broadcasting.
16	Request Ranking	35	This item indicates the ranking in descending order of number of request.
23 17	Accumulation Schedule Period	30 days	This indicates a period of storing program in server after broadcasting.
18	Presence or Absence of superimpose at the present broadcasting date	Presence	If the program is current-affairs one, such as news, a broadcasting date is superimposed to prevent a viewer from confusing. However, it is erasable by an operation of the viewer.
24 19	Period of Broadcasting and Number of shift in NVOD	30 minutes 4 shift	If transmission is done by request in NVOD, for example, at 30-minute-interval in 2-hour-program, 4 shifts is needed.
20	Transmission CH of each shift and next START TIME in NVOD	51 CH : 22:00 52 CH : 22:30 53 CH : 23:00 54 CH : 23:30	

FIG. 4

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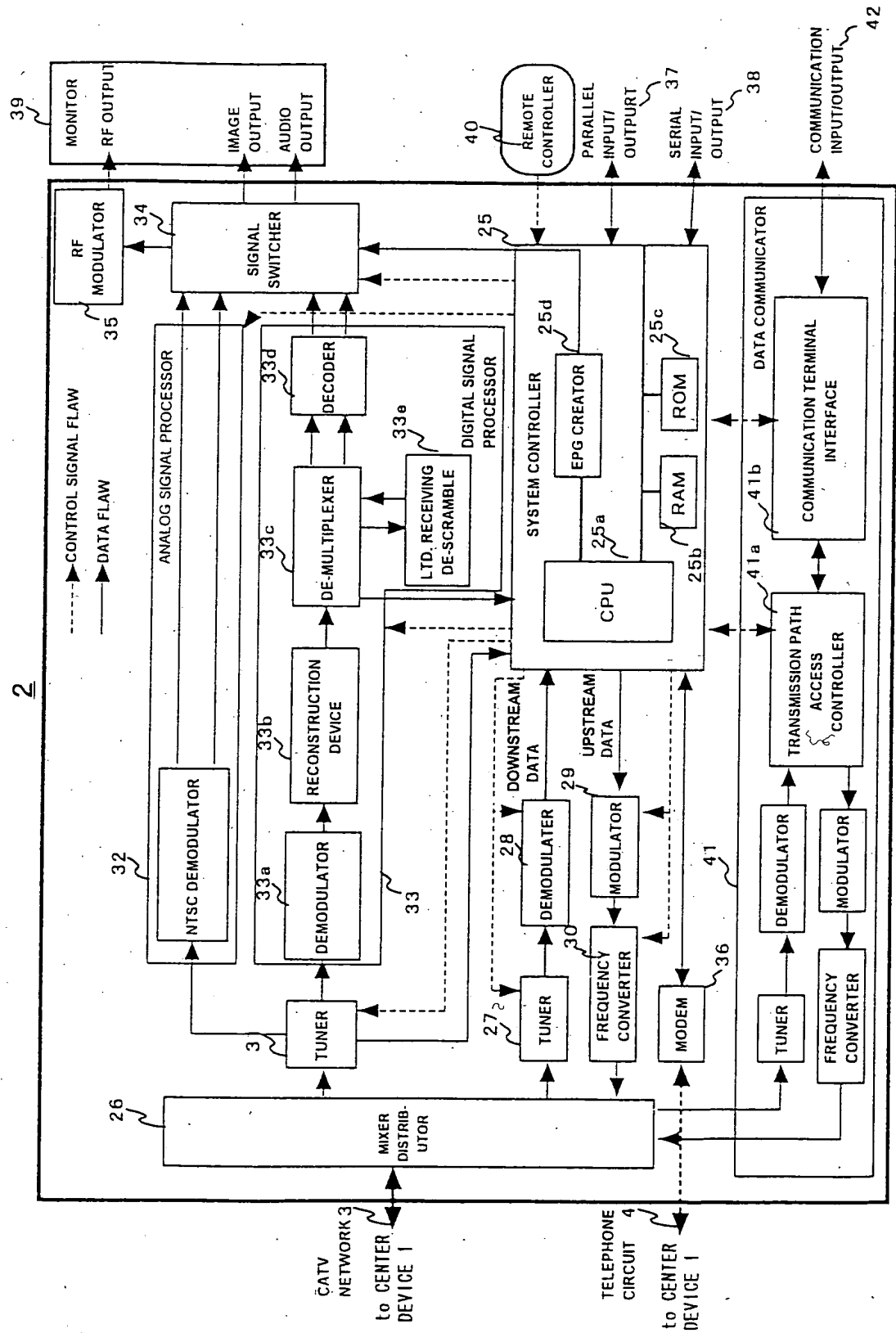


FIG. 5

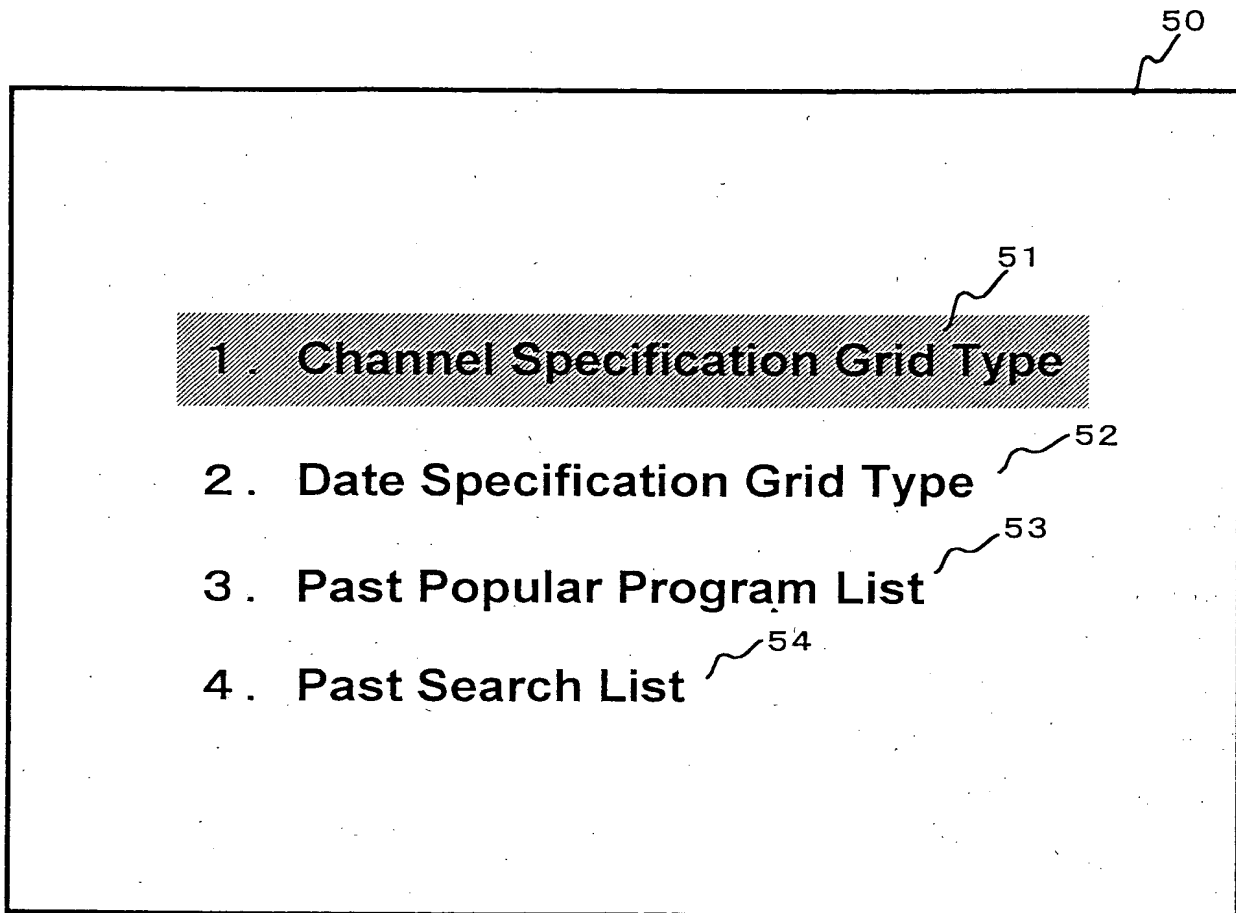


FIG. 6A

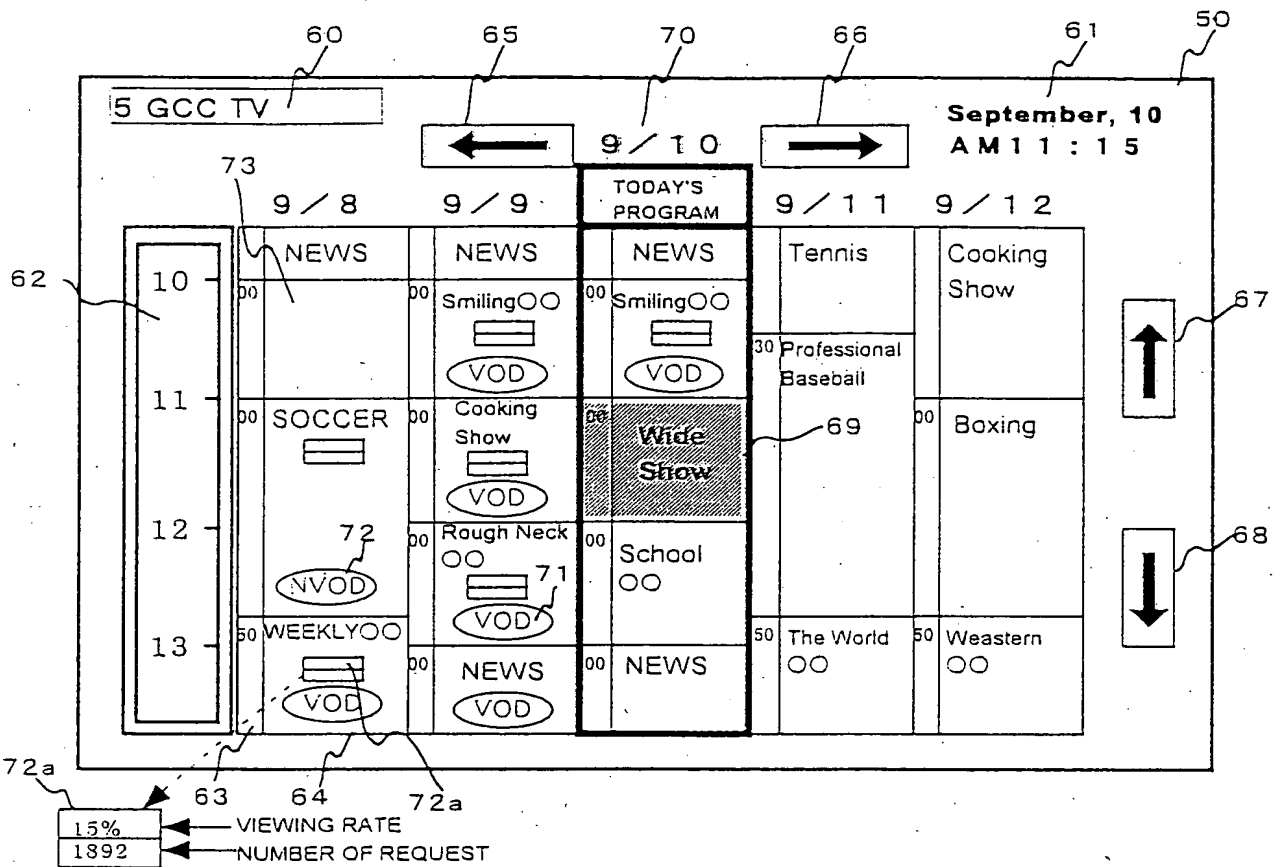


FIG. 6B

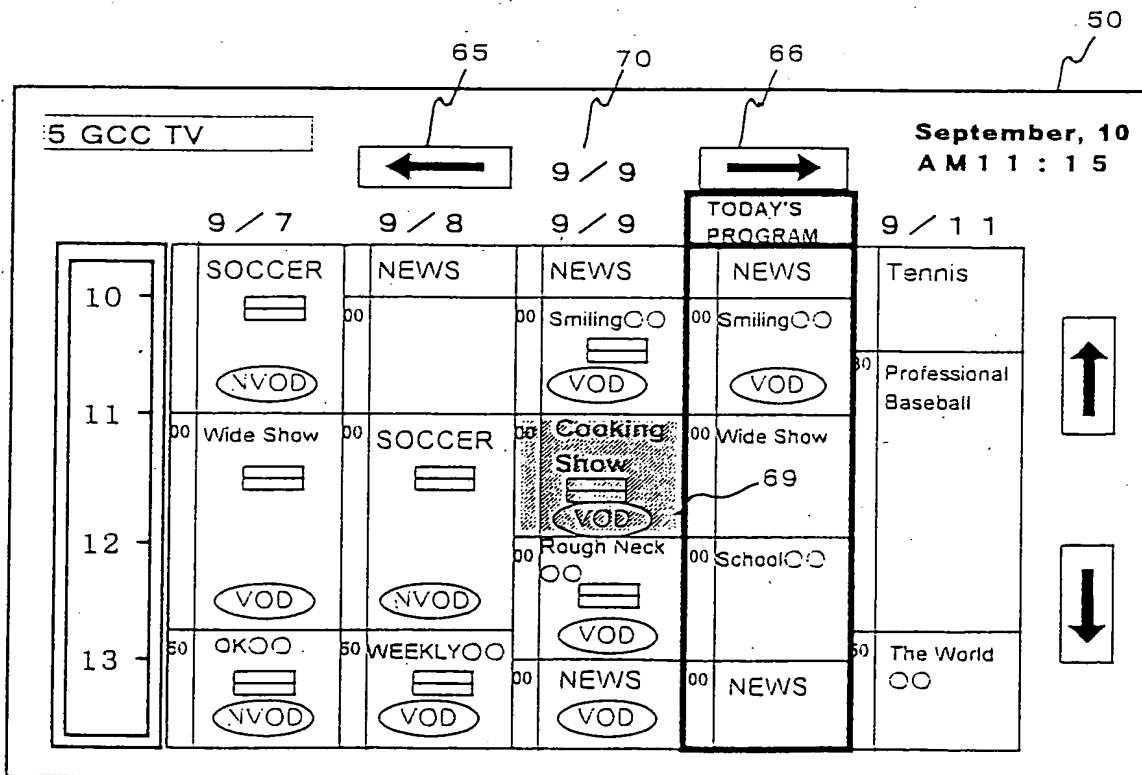


FIG. 7

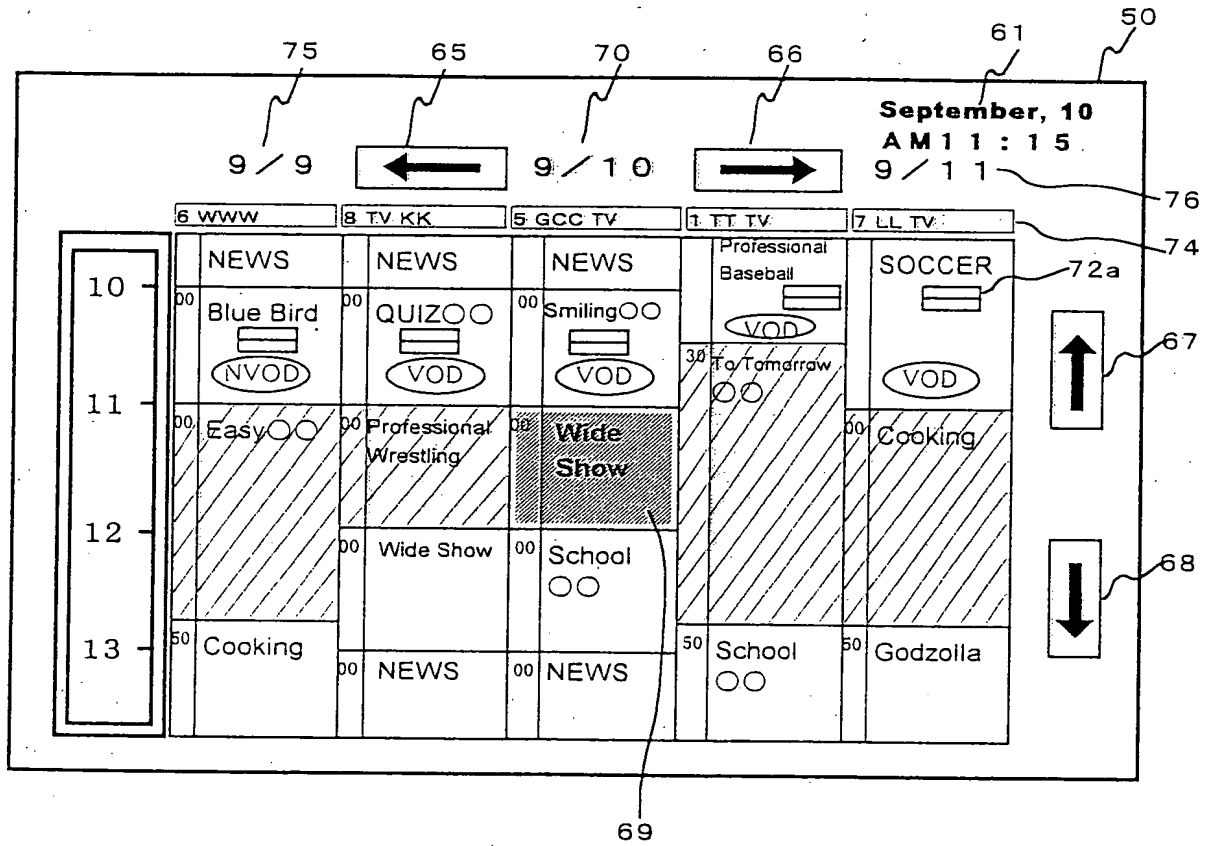


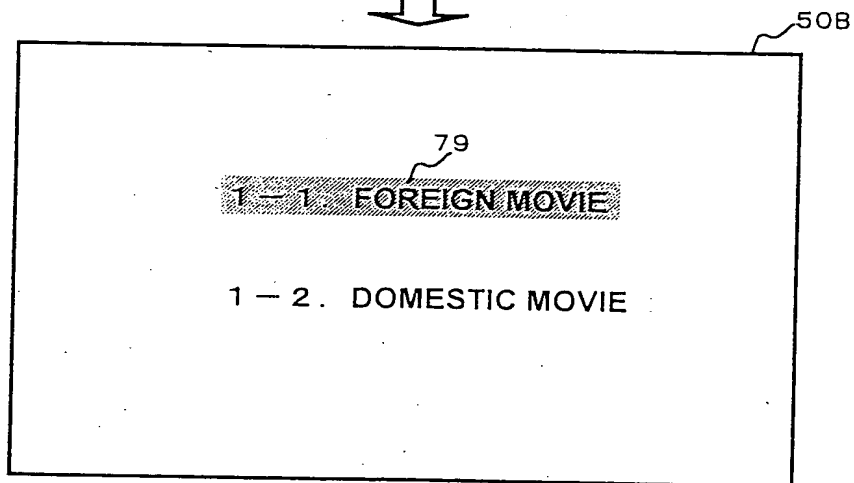
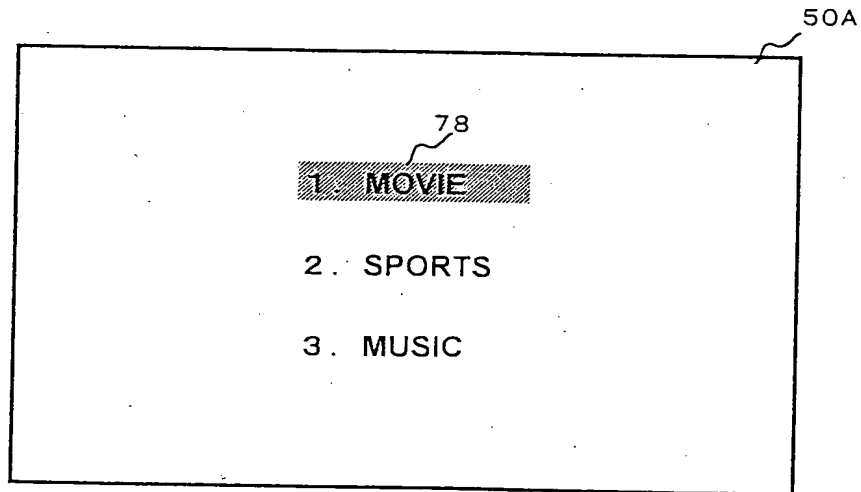
FIG. 8

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RANKING	TITLE	VIEWING RATE	BROADCASTING STATION	BROADCASTING DATE & TIME	GENRE
1	AAA	23 %	TV TT	1987/9/5 19:30- 21:30	FOREIGN MOVIE
2	BBB	22 %	LL TV	1998/10/5 17:30- 21:30	BASEBALL
3	CCC	17 %	KKK BROADCASTING	1985/1/5 19:30- 21:30	VARIETY
4	DDD	16 %	GCC TV	1993/12/5 8:30- 9:30	PROFESSIONAL WRESTLING
5	EEE	15 %

FIG. 9



50C

No.	TITLE Alphabetic Order	Number of times	Broadcasting Station	Broadcasting Date
1	Easy	534回
2	Everest.....	450回
3	OK.....	135回
4	To Tomorrow.....	241回
5	Western.....	1352回

80

FIG. 10

4 0

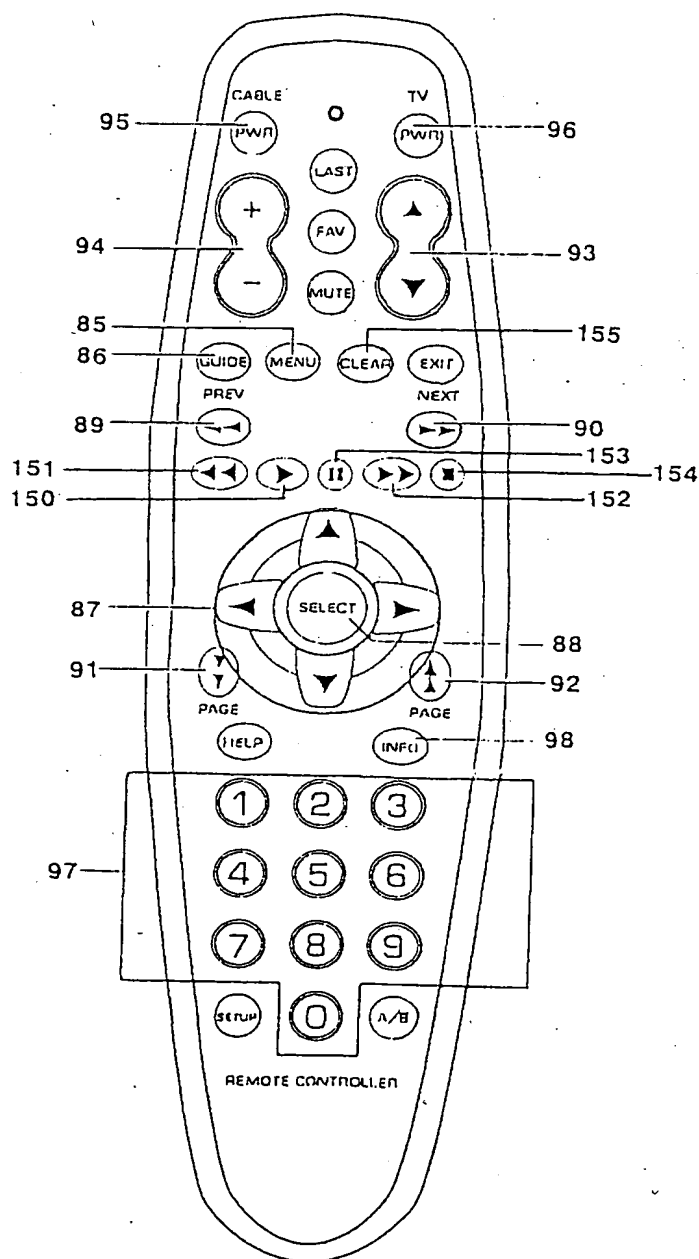


FIG. 11

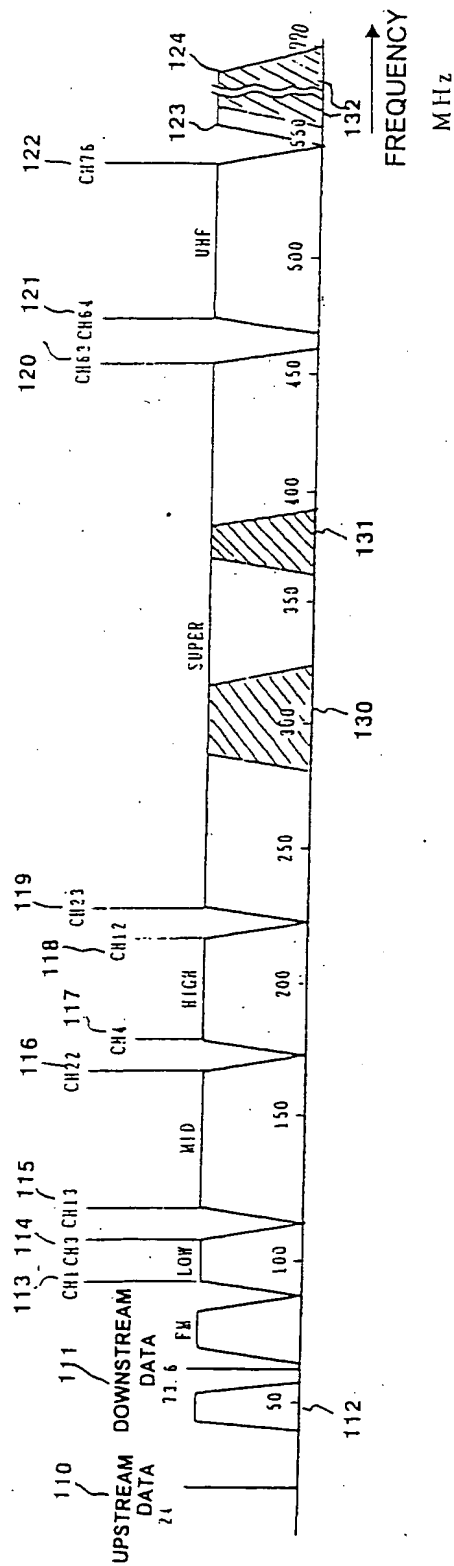


FIG. 12

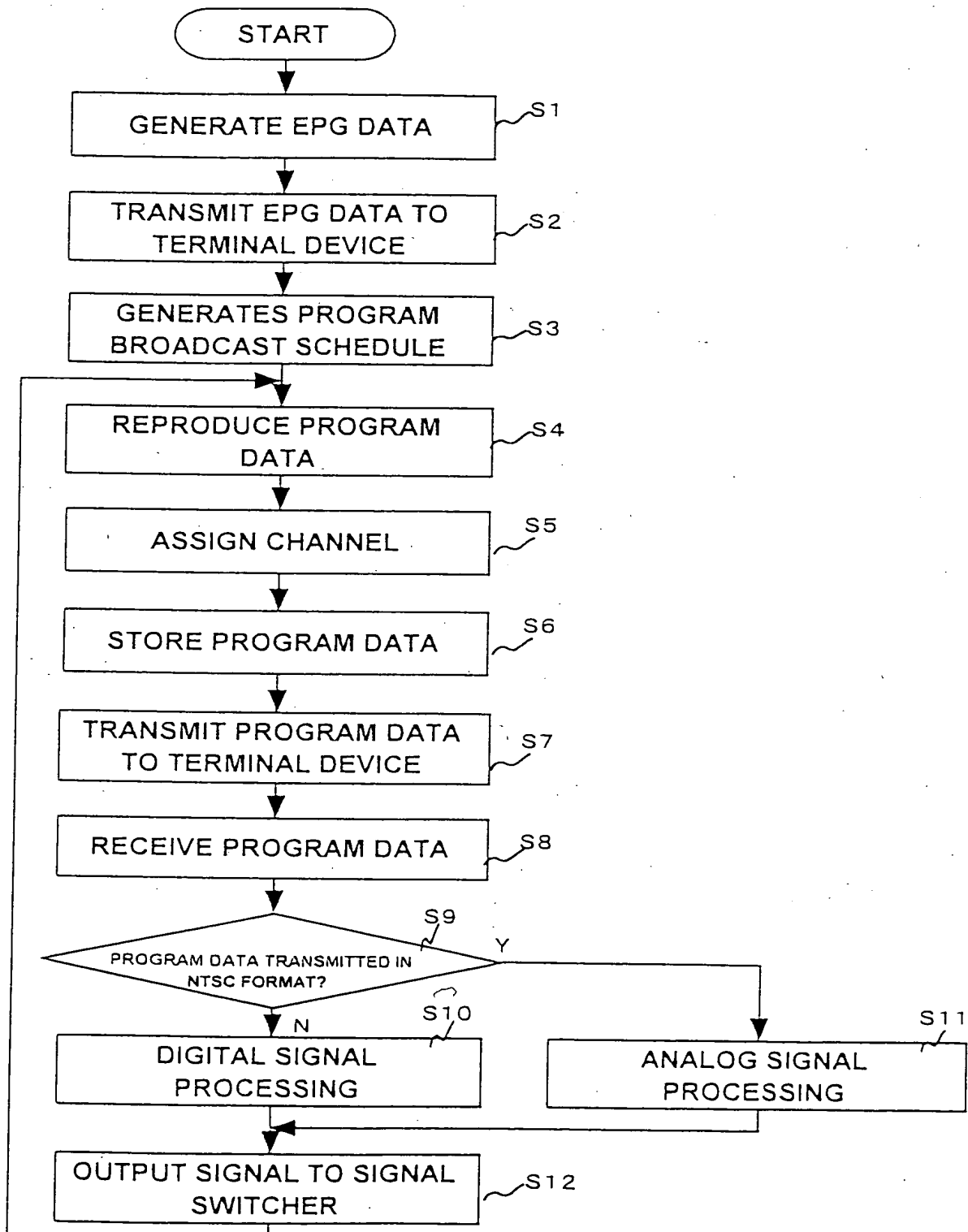


FIG. 13

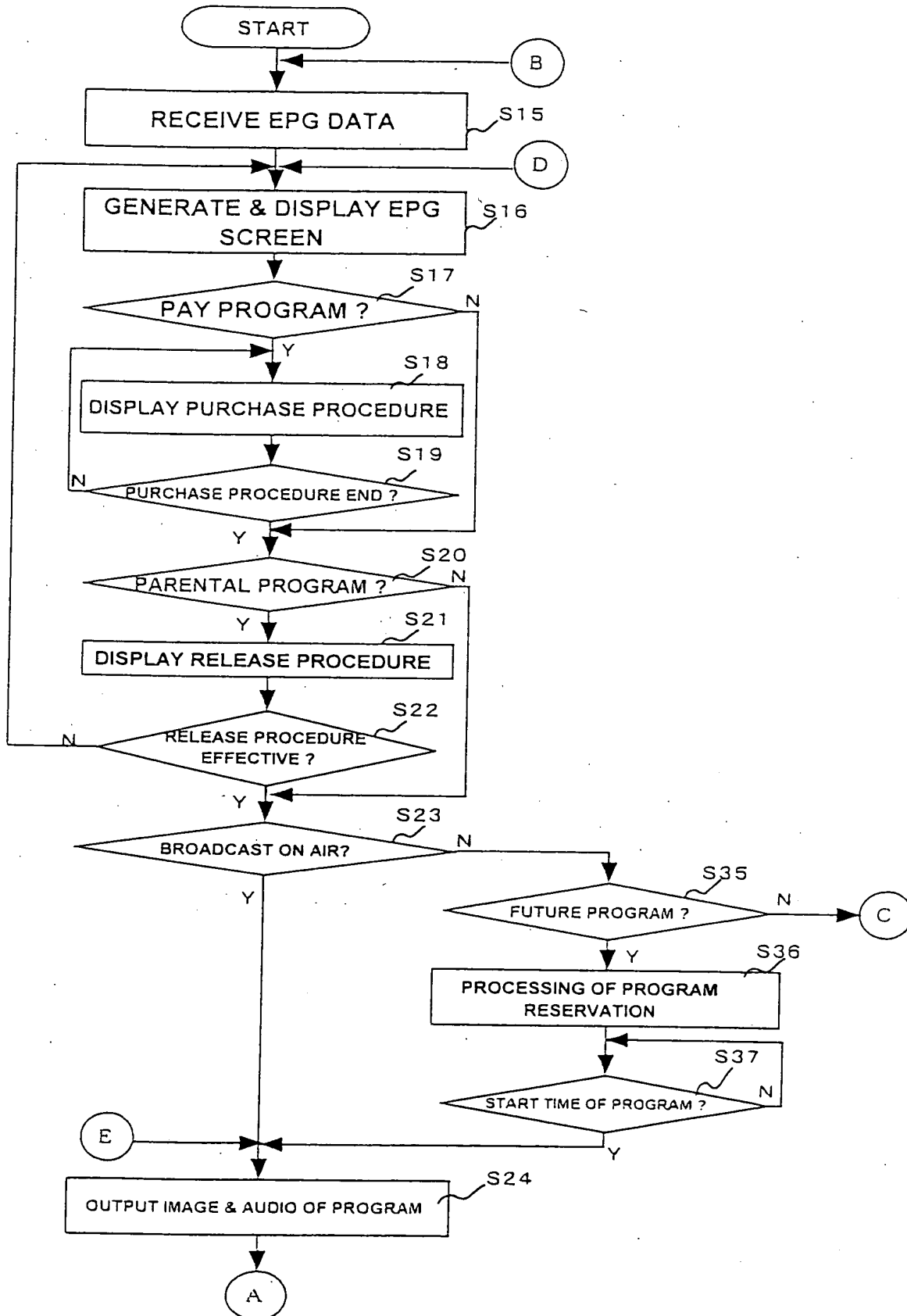


FIG. 14

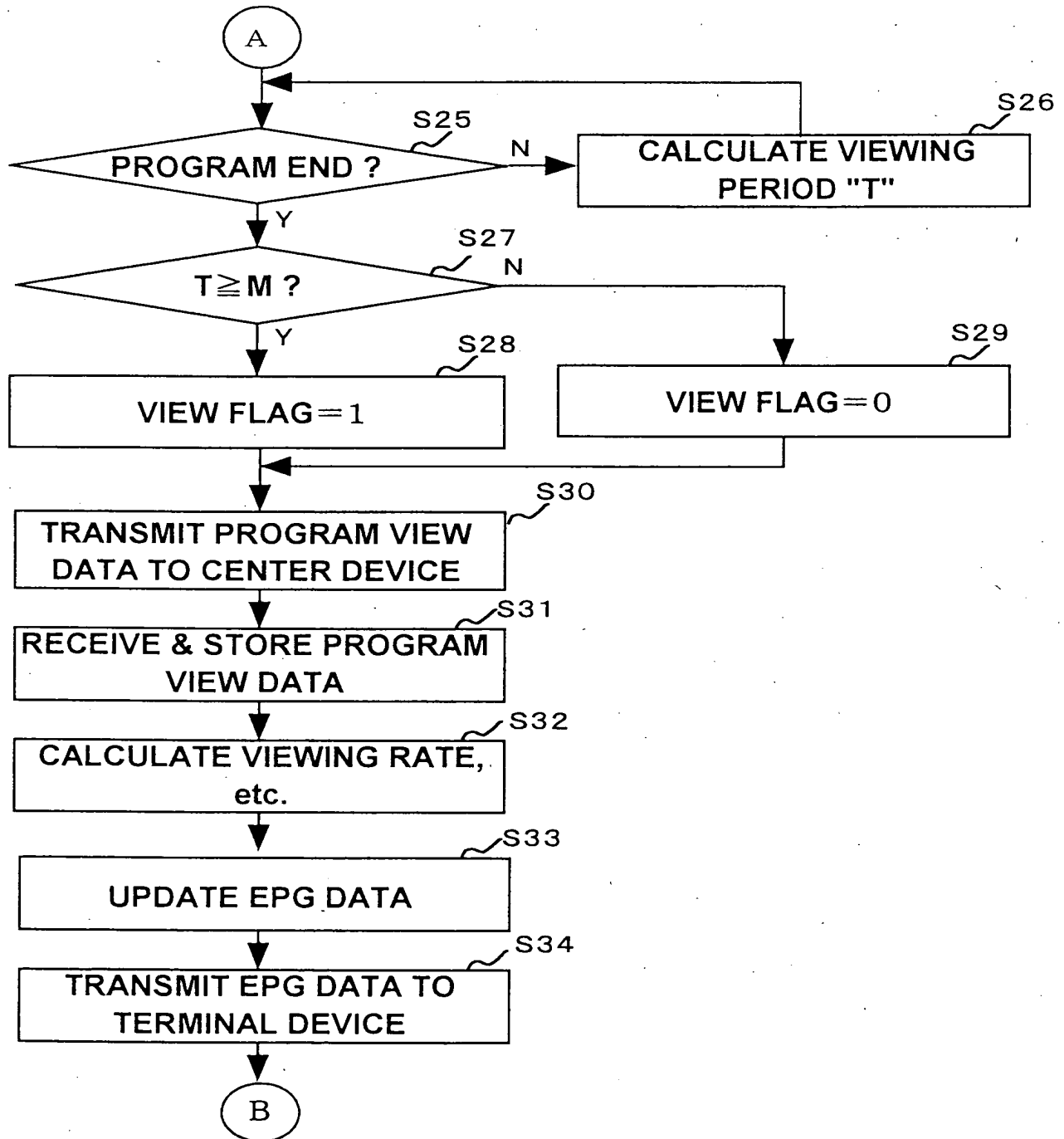


FIG. 15

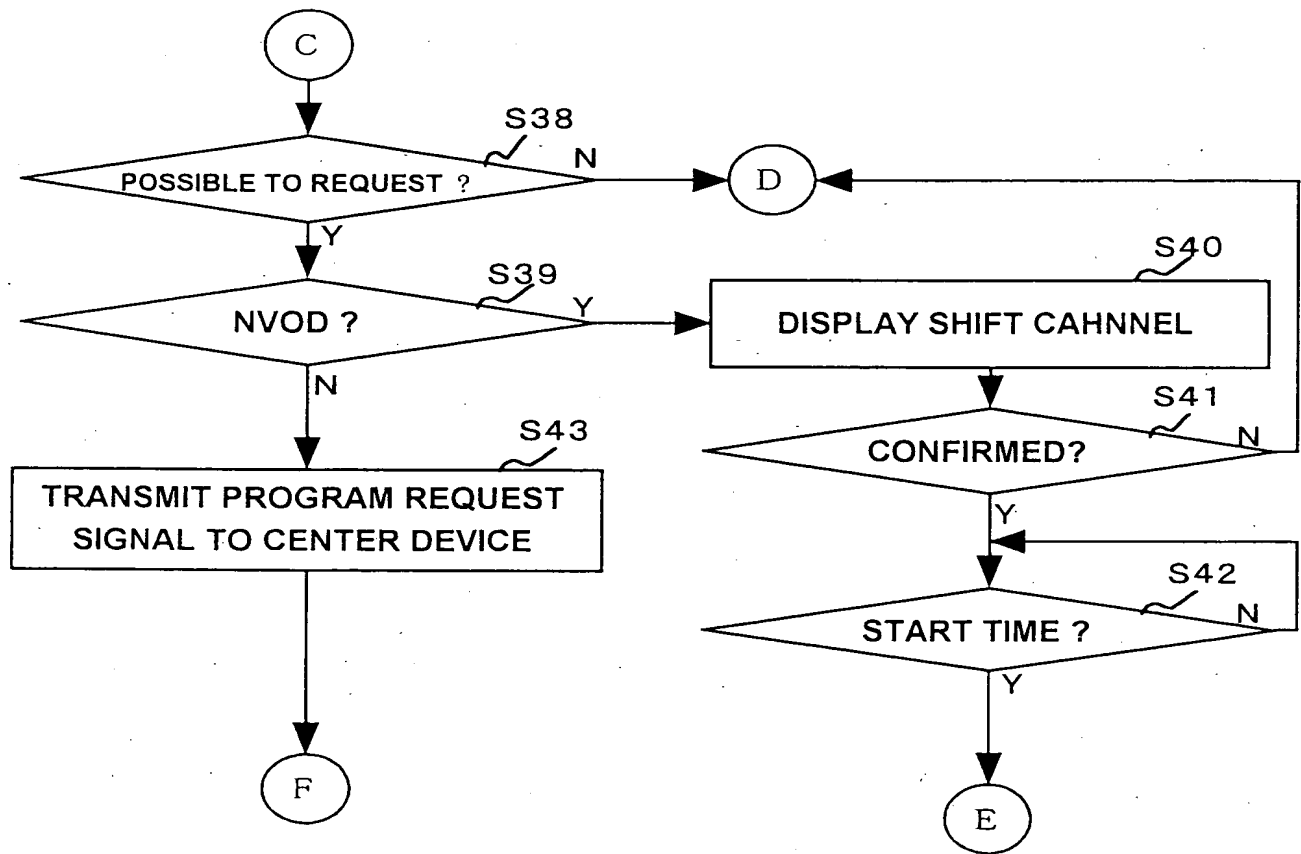


FIG. 16

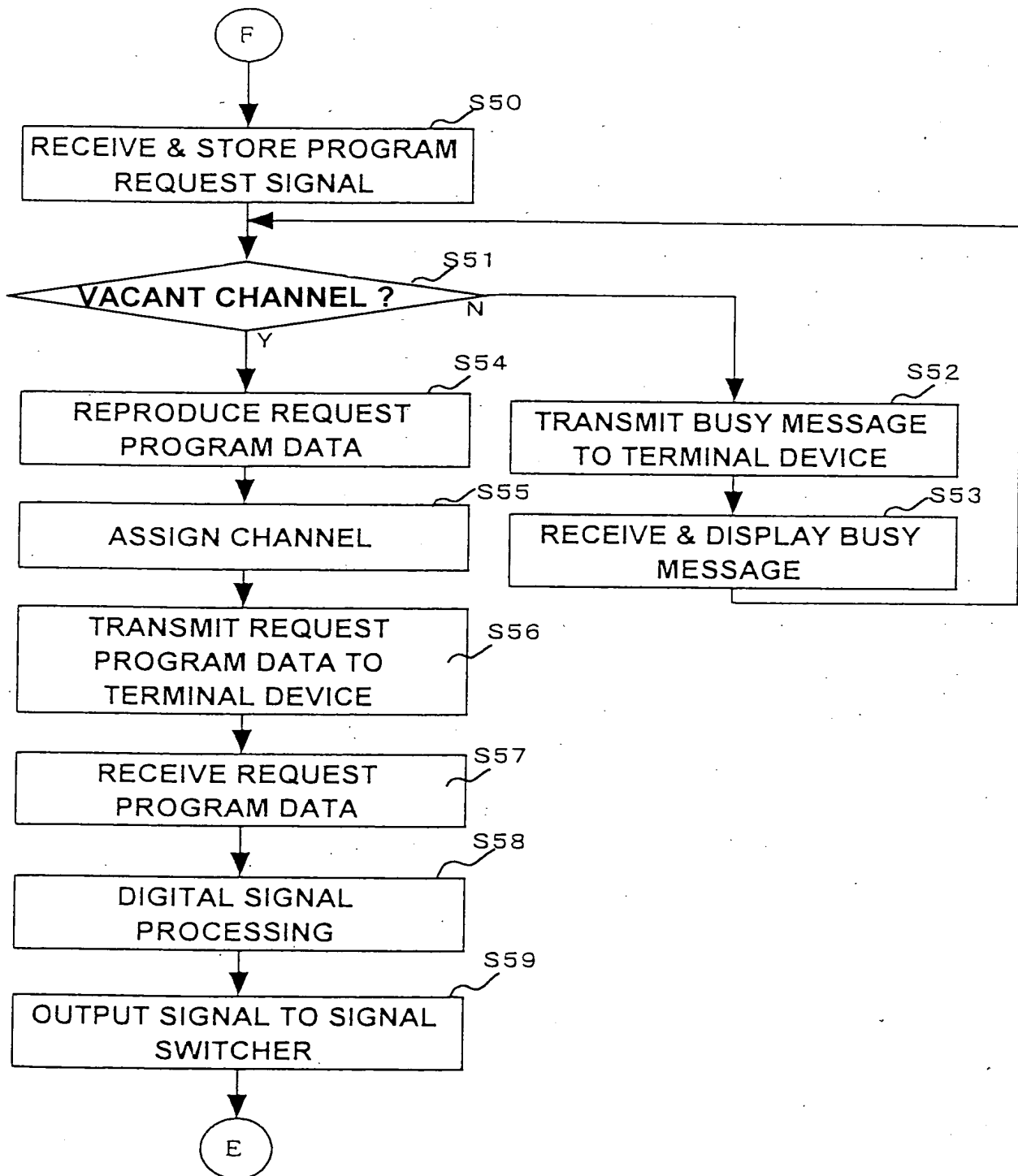


FIG. 17

